

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re	)	
	)	
U.S. Patent Application of Dan Kikinis	)	Examiner: Schnurr, John R.
	)	
Application No. 10/085,886	)	Art Unit: 2623
	)	
Filed: February 27, 2002	)	Confirmation No.: 7769
	)	
For: METHOD AND SYSTEM FOR	)	
ADVERTISING BASED ON THE	)	
CONTENT OF SELECTED	)	
CHANNELS OR BROADCASTED	)	
PROGRAMS	)	

**Attorney Docket Number: 007287.00017**

**RESPONSE TO OFFICE ACTION**

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir,

This paper is responsive to the Office Action dated April 30, 2008. The Examiner has set a three-month period for response, with a maximum statutory period for reply of six months, thus making this response due on or before July 30, 2008.

**Amendments to the specification** begin on page 2 of this paper.

**Amendments to the claims** begin on page 3 of this paper.

**Remarks** begin on page 6 of this paper.